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CHAPTER 380

AN ACT to create 97.60 (4) (d) of the statutes, relating to labeling requirements of bakery products.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

97.60 (4) (d) of the statutes is created to read:

97.60 (4) (d) Bakery products enclosed in transparent containers or enclosed in containers which provide a transparent opening to afford a clear

view of the product are exempt from the labeling requirements of sub. (3) (g) when such products are sold at retail by the bakery operator or his employe direct to the consumer at the baker's own retail bakery service counter operated by the baker who has produced these products, and when displayed to the purchaser with a counter card, sign, or other appropriate device bearing conspicuously the label information required by this section and if the bakery products are enclosed in transparent containers or enclosed in containers which provide a transparent opening to afford a clear view of the product.

Approved October 1, 1963.
